

Annual training event to feature top eCommerce and social media experts

Seventh eCommerce seminar to take place Sept. 16-18 at DelTech's Dover campus

DOVER, Del. (Aug. 28, 2014) – The best and brightest eCommerce and social media experts will offer advice for using the latest technologies and strategies at a three-day training event to be held Sept. 16-18 at Delaware Technical Community College's Terry Campus in Dover.

"Your Virtual Potential: A Three-Day eCommerce Training Event" will focus on broad topics to help entrepreneurs use the Internet to their advantage while also drilling down on specific opportunities for success and potential trouble spots to avoid. The event is being organized by the Delaware Economic Development Office.

"eCommerce and digital technologies are so crucial in today's business world that it's not a question of whether or not you should be using them, but rather how you can use them to increase sales, service and exposure," DEDO Director Alan Levin said. "Delaware businesses both large and small have been riding this wave and staying current, and we want to keep it that way as technology grows and evolves."

The majority of the speakers and presenters taking part in this year's training seminar are business owners who are successfully implementing eCommerce and Internet marketing strategies. The lineup also features experts who help business owners and entrepreneurs set up and enhance these tools.

The event, the seventh held by DEDO over five years, will include the following topics:

- How to Get Started Selling Online
- Web Design/Development
- Website Optimization
- Leveraging the Internet for Growth
- Social Media Tactics
- Related Legal Matters
- Building Your Online Reputation
- Technology Tools Necessary to Scale Your Business in a Digital Economy
- Funding for Your Digital Technology Projects
- Alternative and Traditional Funding Solutions for Small Business Owners
- Vital Technology Tools for Software Solutions

“There is nothing quite like having small business owners share eCommerce strategies and tools that they themselves are using to sell products and market their business online,” said Ken Anderson, Entrepreneurial and Small Business director for DEDO. “This is not an academic exercise. This course will cover tools and strategies that small businesses, most of which are based here in Delaware, are using to make money and promote their businesses in the digital space.”

The line-up of presenters for this year’s training event, which will be held in Room 400 B of the Corporate Training Center on DelTech’s Dover campus, includes:

- Donna Duffy, 3E Marketing Solutions
- Wes Garnett, Start It Up Delaware
- Ken Grant, Epic Marketing Consultants Corp.
- Whitney Hoffman, Hoffman Digital Media
- Darnyelle Jervey, Incredible One Enterprises
- Carolyn Lighty, eVolve Brand Marketing
- Brooke Miles, Delaware ShoutOut
- Demetrius Pinder, Nuts and Bolts Design
- Tina Brinkley Potts, TinaBrinkleyPotts.com
- Alec Shekhar, Gainwebsite.com
- Bradford Wason, DMG Marketing
- Wendy Wen, eTelligence.com
- Mark Wise, Netforce Performance Marketing

As in previous eCommerce events, there will be no monetary cost to participants for the training, and priority for selection will be given to those who commit to attend all three days of training. Capacity is limited. Exceptions to this requirement must be addressed in advance. Participant selections will be limited to 50 and will be based upon timely and complete submission of applications and an internal review by DEDO. All successful participants of the three-day course will receive a Certificate of Completion.

To be considered for participation, applications must be received by Noon, Friday September 5.

Interested parties can access the application via [the Delaware Economic Development Office’s website](#).

Questions and/or requests for additional information can be submitted to Elaine Tull at Elaine.Tull@state.de.us or Ken Anderson at Kenneth.R.Anderson@state.de.us.

About the Delaware Economic Development Office

The Delaware Economic Development Office is an executive state agency responsible for

attracting new investors and businesses to the state, promoting the expansion of existing industry, assisting small and minority-owned businesses, promoting and developing tourism and creating new and improved employment opportunities for all citizens of the State. Visit dedo.delaware.gov.

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